

# REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
10	09/11/17	Open	Information	09/06/17

Subject: New SacRT Marketing/Awareness Campaign

## ISSUE

Provide information to the Sacramento Regional Transit District's (SacRT) Board of Directors regarding SacRT's new marketing/awareness campaign.

## RECOMMENDED ACTION

None, information item only.

## FISCAL IMPACT

None as a result of this report.

## DISCUSSION

This month, SacRT Marketing and Communications staff will be implementing a marketing campaign that includes an educational component. The goal of the campaign is to bring awareness of the significant role that public transit plays in day-to-day life, and ultimately encourage more people to try transit. The campaign theme "PART OF LIFE" will feature different messages about the benefits of transit with a bold focus on "RT." The educational portion highlights that SacRT is not just a transportation option, but is a part of everyday life. Messages will highlight education, economic impact, traffic, air quality and civic amenities. The messages were developed, in part, as a result of SacRT's recent community survey. A majority of the respondents indicated that they feel it is important or very important that the Sacramento community offers a safe, reliable, public transit system to move residents and visitors, reduce road congestion, support air quality goals and provide a convenient alternative to single occupant vehicle trips. The attached PowerPoint presentation features sample ads and campaign messaging. For consistency, the campaign will continue to feature the sub-message of "Clean, Safe and Convenient" as we know these are also key factors for riding transit.

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Approved:

Presented:

Final 09/06/17

General Manager/CEO

VP, Communications and Partnerships

J:\Board Meeting Documents\2017\13 September 11, 2017\Ridership Campaign Update IP.docx

# Marketing/Awareness Campaign

Monday, September 11, 2017

# “PART OF LIFE”

## Educational Messages

### **NEXT STOP: EFFORTLESS**

Part of Life's Journey.

Every SacRT light rail train car can take 100 cars off the road reducing traffic congestion, making your commute easy.

### **NEXT STOP: EARTH**

Part of Life's Deep Breaths.

A single commuter switching to SacRT can reduce a household's carbon emissions by 10%.

# “PART OF LIFE”

## Educational Messages

### **NEXT STOP: OPPORTUNITY**

Part of Life’s Investments.

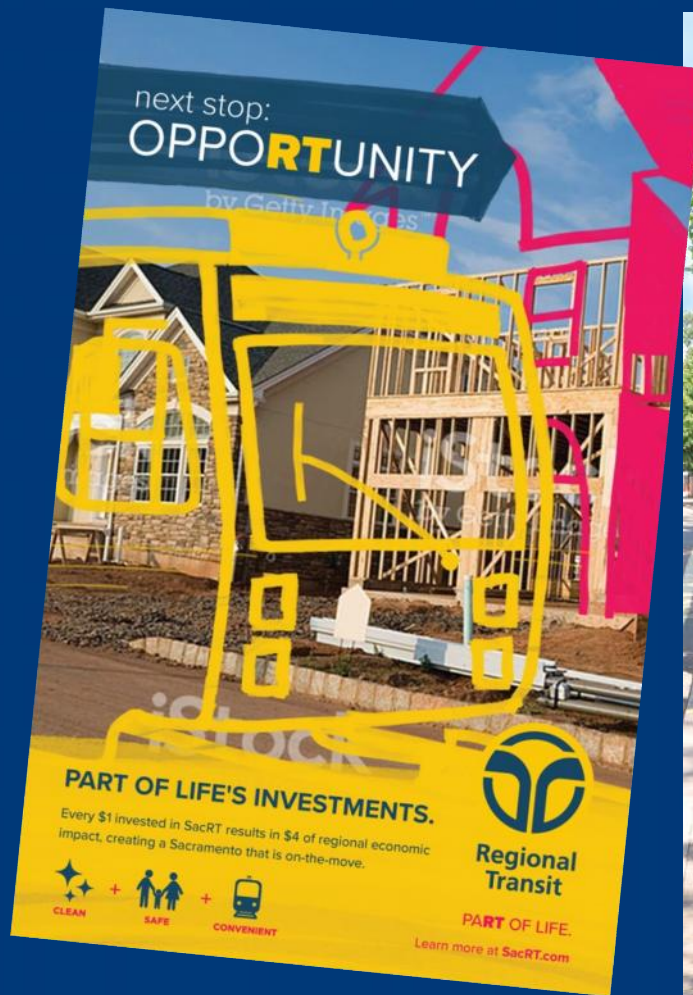
Every \$1 invested in SacRT results in \$4 of regional economic impact, creating a Sacramento that is on-the-move.

### **NEXT STOP: CONCERT**

Part of Life’s Big Shows.

With 69 bus routes and 43 miles of light rail service, SacRT is your direct line out of traffic and into the best local entertainment and music venues.

# Bus Shelter



# Print Advertising

next stop: **SMART**

**PART OF LIFE'S LESSONS.**  
SacRT is your ride to every course, lecture, and study hall, keeping you at the head of the class and not stuck in traffic.

**Regional Transit**  
PART OF LIFE.  
Learn more at SacRT.com

**CLEAN** + **SAFE** + **CONVENIENT**

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Maecenas lacinia	%
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Ebam vestibulum metus	12.0
Egestas venenatis	71.7
Fermentum velit	4.78
Gravida metus	24.5
	2.0

**41.1%**

# Digital Banner

